

WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &  
Associates-Washington  
1010 Wisconsin Ave NW  
Ste 800  
Washington, DC 20007

## Contract # 1357178

Schedule Dates 09/04/12-09/10/12  
Advertiser Obama for America (30051)  
Agency Greer Margolis Mitchell, Burns & Associates-Washi  
Product POLITICAL CANDIDATE (ns) (1186)  
Brand OBAMA FOR AMERICA (187386)  
Salesperson Millennium/DC, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name Bassett, Laura  
Phone/Fax /  
CPE 95/101/1536  
Account Types National/Political Candidate Agency BRD  
Billing Type Weekly/Irregular  
Comments OBAMA FOR AMERICA  
JONATHAN VITTI  
SHARE = 8%

Date Entered 08/18/12  
Last Modified 08/18/12  
Entered By Lisa Carter  
CO-OP No  
Headline # ECR09796973  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$172.50  
Net Total \$977.50  
Sales Tax

Greensboro (WXLV)  
By Broadcast Month Spots Rate  
Sep. 2012 41 \$1,150.00  
Grand Total: 41 \$1,150.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/04/12-09/07/12	4	:30	7A-ABC-Good Morning America	5		X	X	X	X			5	\$25.00	\$125.00	Greensboro (WXLV)	GOOD MORNING AMERICA	8/18/12
2.0	Normal Line / SPOT (2)	09/04/12-09/07/12	4	:30	9A- Judge Mathis 2	4		1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	JUDGE MATHIS	8/18/12
3.0	Normal Line / SPOT (3)	09/08/12-09/08/12	4	:30	8A-ABC-Good Morning American Saturday	1						1		1	\$10.00	\$10.00	Greensboro (WXLV)	GOOD MORNING AMERICA WK	8/18/12
4.0	Normal Line / SPOT (4)	09/09/12-09/09/12	4	:30	10:58-40A-ABC-This Week	1							1	1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	8/18/12
5.0	Normal Line / SPOT (6)	09/04/12-09/07/12	4	:30	12P-1P (EST)	4		1	1	1	1			4	\$20.00	\$80.00	Greensboro (WXLV)	MILLIONAIRE	8/18/12
6.0	Normal Line / SPOT (10)	09/04/12-09/07/12	4	:30	5P- The Doctors	4		1	1	1	1			4	\$25.00	\$100.00	Greensboro (WXLV)	DOCTORS	8/18/12
7.0	Normal Line / News (11)	09/04/12-09/07/12	4	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm	4		1	1	1	1			4	\$45.00	\$180.00	Greensboro (WXLV)	NEWS14 ABC45	8/18/12
8.0	Normal Line / News (12)	09/04/12-09/07/12	4	:30	6:30P- ABC-World News Monday-Friday	2		X	X	X	X			2	\$55.00	\$110.00	Greensboro (WXLV)	ABC WORLD NEWS	8/18/12
9.0	Normal Line / News (17)	09/09/12-09/09/12	4	:30	6:28-45P- ABC-World News Sunday	1							1	1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/18/12
10.0	Normal Line / News (20)	09/04/12-09/07/12	4	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	4		1	1	1	1			4	\$40.00	\$160.00	Greensboro (WXLV)	NEWS14 ABC45	8/18/12
11.0	Normal Line / SPOT (21)	09/04/12-09/07/12	4	:30	11:35P- ABC-Nightline	4		1	1	1	1			4	\$15.00	\$60.00	Greensboro (WXLV)	NIGHTLINE	8/18/12

## CONFIRMATION CONTRACT

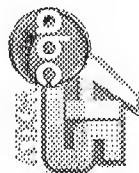
Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Greer Margolis Mitchell, Burns &  
Associates-Washington  
1010 Wisconsin Ave NW  
Ste 800  
Washington, DC 20007

# Contract # 1357178

Schedule Dates	09/04/12-09/10/12	Date Entered	08/18/12
Advertiser	Obama for America (30051)	Last Modified	08/18/12
Agency	Greer Margolis Mitchell, Burns & Associates-Washi	Entered By	Lisa Carter
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	OBAMA FOR AMERICA (187386)	Headline #	ECR09796973
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+R
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Bassett, Laura	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	95/101/1536	Commission	\$172.50
Account Types	National/Political Candidate Agency BRD	Net Total	\$977.50
Billing Type	Weekly/Irregular	Sales Tax	
Comments	OBAMA FOR AMERICA JONATHAN VITTI SHARE = 8%		

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	41	\$1,150.00
Grand Total:	41	\$1,150.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT (22)	09/04/12-09/07/12	4	:30	12:02:05A- ABC-Jimmy Kimmel Live			1	1	1	1			4	\$5.00	\$20.00	Greensboro (WXLV)	JIMMY KIMMEL	8/18/12
13.0	Normal Line / SPOT (10)	09/10/12-09/10/12	4	:30	SP- The Doctors		1							1	\$25.00		Greensboro (WXLV)	DOCTORS	8/18/12
13.0.1	Closed Preempt (10)	09/10/12															Greensboro (WXLV)	Program Change/Exception - Ricki Lake	
14.0	Normal Line / News (11)	09/10/12-09/10/12	4	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm		1							1	\$45.00	\$45.00	Greensboro (WXLV)	NEWS14 ABC45	8/18/12
15.0	Normal Line / News (12)	09/10/12-09/10/12	4	:30	6:30P- ABC-World News Monday-Friday		1							1	\$55.00	\$55.00	Greensboro (WXLV)	ABC WORLD NEWS	8/18/12
16.0	Normal Line / News (20)	09/10/12-09/10/12	4	:30	11:01P- News-News 14 Carolina on ABC 45 at 11pm		1							1	\$40.00	\$40.00	Greensboro (WXLV)	NEWS14 ABC45	8/18/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Margolis Burns Global

132

Rep Firm ) WASHINGTON  
Sales Office ( ) JONATHAN VITTI  
Salesperson ( )  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

pls advise/revise asap.  
tks

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*5	TU-F,M	09/04-09/10	11A-12P	VIEW	.30	\$20.00	4	1	4	\$80.00
		Station Remark.	V4 this line is n/a. (oversold)							
*7	TU-F,M	09/04-09/10	1P-2P	THE CHEW	.30	\$20.00	4	1	4	\$80.00
		Station Remark.	V4 this line is n/a. (oversold)							
*8	TU-F,M	09/04-09/10	2P-3P	GMA IN THE AFTERNOON	.30	\$20.00	4	1	4	\$80.00
		Station Remark.	V4 this line is n/a. (oversold)							
*9	TU-F,M	09/04-09/10	3P-4P	RICKI LAKE	.30	\$50.00	4	1	4	\$200.00
		Station Remark.	V4 this line is n/a. (oversold)							
*10	TU-F,M	09/04-09/10	5P-6P	DOCTORS	.30	\$25.00	5	1	5	\$125.00
		Station Remark.	V4 1x is n/a. (oversold)							
*12	TU-F,M	09/04-09/10	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
		Station Remark.	V4 2x are n/a. (oversold)							

Rep Order# 9796973 Ver# 4 Status Returned Traffic Order# 1357178  
 EC'd Yes

Printed: 08/23/2012 4:46 PM  
 Last Received: 08/22/2012 12:54 PM  
 Showing Buylines: Last Sta Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM  
 Advertiser ( ) POLITICAL  
 Product OBAMA FOR AMERICA  
 Estimate# 1536  
 Buyer Laura Bassett  
 Phone#  
 Fax#  
 Agency ( ) GMMB  
 3050 K ST NW  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 95/101/1536  
 Flight Dates 09/04/2012 - 09/10/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) JONATHAN VITTI  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*13	SA	09/08-09/08	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
		Station Remark. V4 this line is n/a (oversold)								
*22	TU-F,M	09/04-09/10	12A-1A	JIMMY KIMMEL	.30	\$5.00	4	1	4	\$20.00
		Station Remark. V4 Correct tp is 1202-108m								

---REPORT TOTALS---

Report Totals. 31 / \$885.00

---SALES MONTHLY TOTALS---

Sep 12. 61 / \$1,750.00  
 Sales Totals. 61 / \$1,750.00  
 Station Totals. 61 / \$1,750.00  
 Lines not sent/rcld/rtn. 0 / \$0.00

---COMPETITIVE---

Market Totals	\$21,875	CABL 0%	UNKN 0%	WBFX 0%	WCWG 0%	WENT 30%
		WGHP 28%	WMIV 3%	WUPN 0%	WXII 31%	WXLV 8%

Books null  
 Demos RA35+

Rep Order# 9796973 Ver# 3 Status Revised  
EC'd Yes

Traffic Order#

1357178

Printed: 08/22/2012 2:02 PM  
Last Received: 08/22/2012 12:54 PM  
Showing Buylines: All Rep Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V.1 8/17

NEW POLITICAL ORDER. STARTS 9/4. TOTAL \$4025.

PLS CF- CHRISTINA FOR JON

\*\*\*\*\*

\$600

1X → 8-AP  
OUT

9/9

✓

Rep Order# 9796973 Ver# 3 Status Revised  
EC'd Yes

Traffic Order#

Printed: 08/22/2012 2:02 PM  
Last Received: 08/22/2012 12:54 PM  
Showing Buylines: All Rep Revised Lines

2 of 3

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LNS 17-19 FOR CLIENT CUTS  
PLS CF THANKS

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
17	TU	09/04-09/04	10P-11P	PRIVATE PRACTICE	.30	\$705.00	0	0	0	\$0.00
Sales Remark: V3 SPOT HAS BEEN CANCELLED PER CLIENT										
V3 Comment Changed, Spots/week Changed										
18	TH	09/06-09/06	10P-11P	ROOKIE BLUE	.30	\$785.00	0	0	0	\$0.00
Sales Remark: V3 SPOT HAS BEEN CANCELLED PER CLIENT										
V3 Comment Changed, Spots/week Changed										
19	SU	09/09-09/09	8P-9P	SECRET MILLIONAIRE	.30	\$785.00	0	0	0	\$0.00
Sales Remark: V3 SPOT HAS BEEN CANCELLED PER CLIENT										
V3 Comment Changed, Spots/week Changed										

---REPORT TOTALS---

Report Totals. 0 / \$0.00

---SALES MONTHLY TOTALS---

Sep 12. 61 / \$1,750.00



Rep Order# 9796973 Ver# 3 Status Revised  
EC'd Yes

Traffic Order#

Printed: 08/22/2012 2:02 PM  
Last Received: 08/22/2012 12:54 PM  
Showing Buylines: All Rep Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

Sales Totals. 61 / \$1,750.00  
Station Totals. 61 / \$1,750.00  
Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals	\$21,875	CABL 0%	UNKN 0%	WBFX 0%	WCWG 0%	WENT 30%
		WGHP 28%	WMYV 3%	WUPN 0%	WXLI 31%	WXLV 8%

Books null  
Demos RA35+

Rep Order# 9796973 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/17/2012 5:00 PM  
Last Received: 08/17/2012 1:47 PM  
Showing Buylines: All Rep Revised Lines

1 of 4

Station WXLV-TV GREENSBORO/W.SALEM

Advertiser ( ) POLITICAL

Product OBAMA FOR AMERICA

Estimate# 1536

Buyer Laura Bassett

Phone#

Fax#

Agency ( ) GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1536

Flight Dates 09/04/2012 - 09/10/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) JONATHAN VITTI

Salesperson Phone# 202-955-5342

Salesperson FAX#

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V.1 8/17

NEW POLITICAL ORDER. STARTS 9/4. TOTAL \$4025.

PLS CF- CHRISTINA FOR JON

\*\*\*\*\*



Station WXLV-TV GREENSBORO/W.SALEM  
 Advertiser ( ) POLITICAL  
 Product OBAMA FOR AMERICA  
 Estimate# 1536  
 Buyer Laura Bassett  
 Phone#  
 Fax#

Agency ( ) GMMB  
 3050 K ST NW  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 95/101/1536  
 Flight Dates 09/04/2012 - 09/10/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) JONATHAN VITTI  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX#

--- CONTRACT COMMENT ---

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Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU-F,M	09/04-09/10	7A-9A	GOOD MORNING AMERICA	.30	\$25.00	5	1	5	\$125.00
2	TU-F,M	09/04-09/10	9A-10A	JUDGE MATHIS	.30	\$20.00	4	1	4	\$80.00
3	SA	09/08-09/08	8A-9A	GOOD MORNING AMERICA WK	.30	\$10.00	1	1	1	\$10.00
4	SU	09/09-09/09	11A-12P	THIS WEEK	.30	\$25.00	1	1	1	\$25.00
5	TU-F,M	09/04-09/10	11A-12P	VIEW	.30	\$20.00	4	1	4	\$80.00
6	TU-F,M	09/04-09/10	12P-1P	MILLIONAIRE	.30	\$20.00	4	1	4	\$80.00
7	TU-F,M	09/04-09/10	1P-2P	THE CHEW	.30	\$20.00	4	1	4	\$80.00
8	TU-F,M	09/04-09/10	2P-3P	GMA IN THE AFTERNOON	.30	\$20.00	4	1	4	\$80.00
9	TU-F,M	09/04-09/10	3P-4P	RICKI LAKE	.30	\$50.00	4	1	4	\$200.00
10	TU-F,M	09/04-09/10	5P-6P	DOCTORS	.30	\$25.00	5	1	5	\$125.00
11	TU-F,M	09/04-09/10	6P-630P	NEWS14 ABC45	.30	\$45.00	5	1	5	\$225.00
12	TU-F,M	09/04-09/10	630P-7P	ABC WORLD NEWS	.30	\$55.00	5	1	5	\$275.00
13	SA	09/08-09/08	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00

Station WXLV-TV GREENSBORO/W.SALEM    Agency ( ) GMMB    Rep Firm ( ) WASHINGTON  
 Advertiser ( ) POLITICAL    3050 K ST NW    Sales Office ( ) JONATHAN VITTI  
 Product OBAMA FOR AMERICA    WASHINGTON, DC 20007    Salesperson ( )  
 Estimate# 1536    Agency C/P1/P2/E 95/101/1536    Salesperson Phone# 202-955-5342  
 Buyer Laura Bassett    Flight Dates 09/04/2012 - 09/10/2012    Salesperson FAX#  
 Phone#    Hiatus Weeks

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
14	SU	09/09-09/09	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
17	TU	09/04-09/04	10P-11P	PRIVATE PRACTICE	.30	\$705.00	1	1	1	\$705.00
18	TH	09/06-09/06	10P-11P	ROOKIE BLUE	.30	\$785.00	1	1	1	\$785.00
19	SU	09/09-09/09	8P-9P	SECRET MILLIONAIRE	.30	\$785.00	1	1	1	\$785.00
20	TU-F,M	09/04-09/10	11P-1135P	NEWS14 ABC45	.30	\$40.00	5	1	5	\$200.00
21	TU-F,M	09/04-09/10	1135P-1205A	NITELINE	.30	\$15.00	4	1	4	\$60.00
22	TU-F,M	09/04-09/10	12A-1A	JIMMY KIMMEL	.30	\$5.00	4	1	4	\$20.00

---REPORT TOTALS---  
 Report Totals. 64 / \$4,025.00

---SALES MONTHLY TOTALS---  
 Sep 12. 64 / \$4,025.00  
 Sales Totals. 64 / \$4,025.00  
 Station Totals. 64 / \$4,025.00  
 Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---  
 Market Totals \$50,313  
 CABL 0%  
 WHP 28%  
 UNKN 0%  
 WMYV 3%  
 WBFX 0%  
 WUPN 0%  
 WCMG 0%  
 WXII 31%  
 WMY 30%  
 WXLV 8%

Books null  
 Demos RA35+

2450  
 600

Rep Order# 9796973 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/17/2012 5:00 PM  
Last Received: 08/17/2012 1:47 PM  
Showing Buylines: All Lines

4 of 4

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1536  
Buyer Laura Bassett  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/04/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#